

### **Remarks**

Applicant respectfully submits that this Amendment is a proper Submission Under 37 CFR §1.114.

Claims 3, 9-12, 14-16 and 21-25 have been cancelled, without prejudice or disclaimer. Limitations of claims 3, 9-12, 14-16 and 21 have been added to claim 1; limitations of claims 22 and 24 have been added to claim 17; and limitations of claims 23 and 25 have been added to claim 20. Newly-added claim 26 depends from claim 8 and includes many of the limitations that are recited in claims 2, 4, 5 and 13. Further, claims 1, 17 and 20 have been amended to include additional distinguishing features, as discussed below. Support for these amendments to the claims is found throughout the original specification and drawings, for example at pages 63-64 of the specification, and in the original claims themselves. No new matter is added by way of these amendments, and Applicant respectfully submits that amended claims 1, 17 and 20 are not taught or suggested by the applied art, alone or in any combination, as discussed below.

In the Advisory Action dated June 22, 2009, the Examiner indicated that the Amendment After Final Rejection filed May 26, 2009 had been entered. Applicant thanks the Examiner for the withdrawal of the rejection under 35 USC §101 based on the claim amendments in the Amendment After Final Rejection, and addresses the following comments to the applied art in light of the further claim amendments made herein.

Amended claim 1 recites, in part, “a collection of data representing historical interactions between a *plurality of dealers of a single sales entity* and a plurality of previous customers that include at least one purchaser and *at least one non-purchaser*” (emphasis added).

Support for the added limitation “a plurality of dealers of a single sales entity” is found at the first full paragraph on page 34 of the specification, which discloses, “[i]n accordance with one

embodiment, client files 108 incorporate information about an individual client that was gathered from multiple dealerships owned by a single entity.”

In the final Office Action, the Examiner rejected claims 1-15, 21, 24 and 25 under 35 USC §103 as being unpatentable over Stack (USP 6,782,370) in view of Geerlings (USP 5,956,693), and rejected claim 16 as being unpatentable over Stack in view of Geerlings, and further in view of Kramer *et al.* (USP 6,327,574). Additionally, claims 17-20, 22 and 23 were rejected under 35 USC §102 as being anticipated by Stack.

Stack discloses a system for recommending goods and services to potential customers based on purchasing history between a distributor and past purchasers. *See* column 3, lines 37-40.

Geerlings discloses a system for communicating (*e.g.*, sending spam mails) to past customers based on behaviors (shopping activities) of the past customers. *See* column 3, lines 8-21.

Kramer discloses a system for the interpretation and augmenting of structured documents electronically delivered to an individual consumer’s computer. *See* the Abstract.

Thus, Stack, Geerlings or Kramer, or any combination thereof, do not teach or suggest “a collection of data representing historical interactions between a plurality of dealers of a single sales entity and a plurality of previous customers that include at least one purchaser and at least one non-purchaser.”

Amended claim 1 further recites, in part, “the collection of data *comprising* a client personal information, *a listing of all client tickets created during client ticket sessions initiated and carried out by the plurality of previous customers, a listing of repair orders processed by the plurality of dealers, comments entered by at least one of salespeople and sales managers, financing information and insurance information*” (emphasis added).

This limitation has been added to claim 1, support for which is found at pages 63-64 of the original specification.

As discussed above, Stack discloses the purchasing history of past purchasers, Geerlings discloses the shopping activities of the past customers, and Kramer discloses a consumer profile. None of the applied art teaches or suggests “the collection of data comprising a client personal information, a listing of all client tickets created during client ticket sessions initiated and carried out by the plurality of previous customers, a listing of repair orders processed by the plurality of dealers, comments entered by at least one of salespeople and sales managers, financing information and insurance information.”

Amended claim 1 further recites, in part, “automatically one of *rescheduling or re-assigning* the at least one task if it is not performed as scheduled.”

Regarding these limitations, which were recited in canceled claims 9 and 10, on pages 9 and 10 of the final Office Action, the Examiner took Official Notice, asserting that these limitations would have been obvious to one of ordinary skill in the art. As discussed at pages 13 and 14 of the Amendment After Final Rejection filed on May 26, Applicant respectfully resubmits that the Examiner’s Official Notice is traversed. Applicant respectfully incorporates herein by reference the arguments made in the Amendment After Final Rejection, and respectfully reminds the Examiner that, in accordance with MPEP §2144.03(C), the rejection(s) must be supported by documentary evidence or withdrawn.

Thus, Stack, Geerlings or Kramer, or any combination thereof do not teach or suggest “automatically one of rescheduling or re-assigning the at least one task if it is not performed as scheduled limitations.”

For at least the reasons above, it is respectfully submitted that claim 1 as amended distinguishes over Stack, Geerlings or Kramer, or any combination thereof.

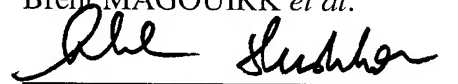
Because claims 17 and 20 recite limitations similar to amended claim 1, it is respectfully submitted that these claims should be allowable for at least the reasons stated above for claim 1.

New claim 26 depends indirectly from claim 1, and further includes numerous limitations which are not disclosed by the applied references. Accordingly, new claim 26 is patentable over the art of record for at least the same reasons given above for claim 1.

Reconsideration of the rejections of the claims under 35 USC §§102 and 103 in the final Office Action, and allowance of the present claims, are respectfully requested.

Should the Examiner have any questions, he is invited to contact the undersigned at the below-listed numbers.

Respectfully submitted,  
Brent MAGOUIRK *et al.*



Abraham HersHKovitz  
Reg. No. 45,294

Dinh X. Nguyen  
Reg. No. 54,923

Jae Youn Kim  
Recognition No. L0485

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HERSHKOVITZ & ASSOCIATES, LLC  
2845 Duke Street  
Alexandria, VA 22314  
Telephone 703-370-4800  
Facsimile 703-370-4809  
E-Mail patent@hershkovitz.net

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